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Customer Centric · Executive Management · Tier 1 Turnaround Strategies
Operational & Service Excellence · Change Management · Teambuilder

A strategic executive with 25 years of success. Brings balance to the quality and efficiency of any operation while maintaining a strong focus on customer needs. Clear thinker and authentic communicator who always simplifies complex situations and addresses critical priorities, changing business issues into decisions and action plans. An innovative, energetic, and proactive executive with vision and proven ability to achieve long-term goals and short-term results. If the situation demands, willing to make those tough decisions necessary to adjust the organisation to meet the needs of customers and markets.

Serves as a trusted advisor, SME, and confidant to board-level executives, management teams, organisational partners, and staff. Inspires teams to identify hidden opportunities and develop innovative solutions by collaborating with key stakeholders. Leads and communicates priorities to ensure quality, timeliness, and functionality. Leverages adaptive leadership skills to transform groups into resolute teams driven to achieve unprecedented results that surpass consumer expectations and augment the corporate bottom line.

Additional competencies include:

- Customer-Centric Focus
- Presentation Designs & Public Speaking
- Stakeholder Management & Engagement
- AI for analysis, content and decision support
- Program Management & Implementation
- Problem-Solving & Solution Methodologies
- AI, automation and RPA for service delivery
- Employee & Team Development
- Insourcing, Outsourcing, Off & Near Shoring

Career Experience

COFRA Holding AG, Amsterdam 2020-2026
A global company with a mission focused on the common good and positively impacting society and the environment.
Managing Director, COFRA Services
Reporting to the executive board, designed and established a new global business services function encompassing IT, HR, finance, facilities, and procurement. Successfully managed 90 full-time employees across four countries, overseeing a budget of over €22 million.

- Successfully established a global business service (GBS) organisation from scratch, resulting in a 35% improvement in service quality and a 25% reduction in costs by implementing a Service Excellence model that balanced quality and efficiency.
- Designed a Service Catalogue combined with a legal framework, corresponding KPIs, and transfer pricing model. Combined with the above, all this resulted in an improved client NPS score three points.
- Increased employee engagement score from 6.9 to 7.8 through an active employee participation program, in which all employees can change work methods through a guided program.

Randstad, Amsterdam 2011-2020
A global leader in the Human Resource service industry.
Executive VP GBS Strategy (2015-2020)
Promoted, designed, and integrated global change management solutions across all business services. Partnered with the executive board and country c-level executives on service delivery initiatives. Served as a trusted confidant and internal consultant to all country c-level executives, co-designed and ensured constant follow-up on country and region strategic business service plans. Reported to the group strategy and M&A managing director.

- Accelerated operational productivity 5% across all countries by centralizing activities and introducing operational excellence principles within the teams.
- Attained global acceptance of one operational excellence strategy by instituting five global change management programs, unifying business processes, gaining corporate-wide acceptance, launching across all business lines, and integrating into performance management models.

- Delivered on average 3% OPEX reduction in the back office through automated self-designed programs by spearheading various IT concepts incorporating Robotic Process Automation (RPA) and chatbots as back-office service delivery steering models, which gained corporate-wide acceptance.

Director Operations Randstad SSC (2011-2014)
Managed the operational team of the Dutch Shared Services Centre, which operated within their own P&L. Instituted business, quality, and process improvements. Optimized working capital, outstanding days/sales, and cash conversion cycles. Monitored digital invoicing activities and governed compliance. Managed 120 FTE and a €30 million budget; reported to the managing director.

- Attained a €6 million (20%) cost savings and a two-point NPS increase in employee/customer satisfaction in 20 months by optimizing efficiencies and designing a new lean management solution incorporating corporate-focused objectives.
- Reduced staff turnover 60% by designing individualized high-performer growth paths focused on professional career advancement.

Dispatch United, Amsterdam 2010-2015
Mobile location-based taxi app.
Founder & Partner
Launched a technological taxi business start-up for independent taxi drivers. Cultivated external investors, attained working capital, and outsourced product development. Self-financed and ran the business with one other partner.

- Grew from 0 to 180 users across five countries in three months.
- Delivered 900% revenue growth in 10 consecutive months with exposure to the innovative taxi service model through public advertising of TV and radio coverage.
- Reduced OPEX 75% by introducing a Lean setup and outsourcing all services.

General Electric, Working Capital Solutions, Multiple International Locations 2001-2010
An American multinational company specializing in power, renewable energy, aviation, and healthcare.
COO Global Working Capital Solutions P&L, Healthcare, Breda, NL (2009-2010)
Accountable for the European financial services and cash management divisions comprising operations, risk management, factoring/funding, and HR. Managed 125 professionals, four direct reports, and a budget of €11+ million. Reported to the CEO.

- Enlarged profits €300 million by acquiring two additional portfolios and reduced compliance issues to zero by instituting operational excellence models and automating a country-specific third-party platform for formal client communications.
- Abridged costs €900,000 by unifying nine healthcare service locations to five through location rationalization
- Upgraded debtor compliance to 100% and increased communication 80% by conceptualizing the Dunning Project via outsourcing a third-party financing vendor to consolidate Spanish and Italian debts.

COO EMEA P&L, Breda, NL (2007-2009)
Managed the European cash management sector with net revenues of €140+ million through eight direct reports and 300+ professionals. Controlled a €29 million budget across operations, factoring/funding, HR, and risk management functions. Defined, integrated, and managed the center of excellence strategy plan. Reported to the CEO.

- Amplified sales €13.2 billion (6%), reduced SG&A €1.8 million, and staff 90% by restructuring roles and unifying 17 locations to six across the EMEA region through rigorous rationalization of locations and OPEX.
- Doubled the client NPS score within a year by initiating and organizing client and stakeholder quarterly review meetings and instituting hands-on problem-solving techniques.
- Accomplished a company record of +5% unapplied cash, integrating finance improvement models and outsourcing cash applications.
- Increased employee productivity ~20% and 50% satisfaction by restructuring induction and collections training program.

Program Operations Manager, Budapest, HU (2004-2007)
Managed the GE consumer and industrial operational functions €2.5 billion in annual net earning assets and €12 million in net income, overseeing a €2 million budget. Designed blueprint for new to-be-built European SSC. Managed a team of 50 and reported to the COO.

- Gained a 30% operational efficiency through implementing Lean initiatives to balance productivity and quality procedures.
- Avoided a €1 million penalty by integrating quality measures, improving customer collaboration, attaining a superior level of customer satisfaction, and providing team mentoring and training on new procedures.

- Reduced past-due invoices 30% in one quarter and 45% YoY.
- Increased employee retention by offering career paths instead of jobs.
- Honored with the management award for completing a new center of excellence by serving as local project leader.

Earlier career: **International Credit Manager**, Universal Studios Amsterdam | **Operational Manager**, www.shop.nl, Amsterdam

ENTREPRENEURIAL VENTURES

Empty Book Club, www.emptybookclub.com (2026)
Founder
Founded and built a webshop and run it alone, with AI as the back office. First-hand experience of what AI can do in an operation and where it still fails.

R2, Netherlands (2024-2026)
Co-founder
Co-founded an operations and back-office services concept for SME and hospitality clients, designing processes, tooling and KPIs to improve service quality and profitability.

EDUCATION

- **INSEAD Paris,** Leading Successful Change & Senior Executive Program
- **GE EMEA,** Advanced Management Course Munich
- **University of Phoenix,** Executive Master of Business Administration Degree (MBA)
- **Hogere Hotel School Leeuwarden,** Bachelor of Business Administration & Hotel Management (BBA)
- **Middelbare Hotel School "de Kogge" Amsterdam**

TRAINING

- **Wesleyan University,** Social Psychology
- **Università Bocconi,** Private Equity & Venture Capital
- **University of Virginia,** New Models of Business in Society
- **The University of Melbourne,** Essentials of Corporate Financial Analysis & Decision-Making

CERTIFICATIONS

- **Finance, Credit and International Business,** Certified International Credit Professional (CICPSM)

TECHNICAL & LANGUAGE PROFICIENCIES

Perplexity (full suite), Claude (full suite), Open AI, Vibe-coding, Microsoft, Apple, and Google Suite; Zoom, Skype/Teams, Asana

Dutch (Native), English (Fluent), Spanish (Advanced), & German (Basic)